



The State of Media & Content Planning

A HubSpot 2022 Research Report





HubSpot Marketing Hub

Marketing software for small to enterprise businesses.

Marketing software to help you attract the right audience, convert more visitors into customers, and run complete inbound marketing campaigns at scale – all on one powerful, easy-to-use platform.

Learn More

The HubSpot Marketing Hub includes features like:

- SEO tools to build authority and outrank competitors
- Social listening and monitoring streams
- Video management and promotion
- Ad tracking + analysis

The screenshot displays the HubSpot Marketing Hub interface. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, Reports, Asset Marketplace, and Partner. The main content area is titled 'Ads' and features a sidebar menu with options like Ads, Email, Social, Website, Files and Templates, Lead Capture, and Planning and Strategy. The main dashboard shows attribution reports for 'First form submission' with a status of 'Active'. Key metrics include 1.8% conversion rate, 4 contacts at \$42.68 each, 75% conversion rate, 3 deals at \$56.91 each, \$170.73 amount spent, and a 19,287% ROI. Below the dashboard is a table of ad campaigns with columns for Name, Account Name, Impressions, Clicks, Total Contacts, and Customers.

NAME	ACCOUNT NAME	IMPRESSIONS	CLICKS	TOTAL CONTACTS	CUSTOMERS
HubSpot - Promoting Biglytics post on 2020-01-27	Biglytics Ad Account	0	0	0	0
Capture automate screen	Biglytics Ad Account	40	0	0	0
Big Data Ebook	Biglytics Ad Account	12,871	205	2	2
Default Campaign Group	Biglytics	2,131	20	2	2

Introduction

Content marketing teams have long been providing audiences with the information they're searching for in order to build trust, climb higher in search results, and bring in leads. And it goes (way) beyond blogs and magazine articles: content and media planning has come to encompass formats of all types, from video and podcasts to long- and short-form articles to downloadable templates and guides, organic and paid media, and press coverage.

To get a sense of how they're approaching media planning in 2022, **we surveyed 600+ media planners** on their goals, strategies, the tools they use, and how they pivoted their content strategy to meet the unique challenges of the past year.

Eight main themes emerged from the survey, ranging from the importance of flexibility, the power of audits and automation, and the north star goal of reaching more people – and ensuring they're engaged by the content in front of them. We'll dive into each of these and more to help you plan your strategy for content marketing in 2022.



Content Marketing + Media Planning Trends and Insights

8 Lessons from 600+ Content Marketers
& Media Planners



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THEME #1

Marketers' #1 goal is engagement, and growing new audiences.

Every marketing and PR project and initiative benefits from asking the question “What will success look like?” Creating goals is a critical and often time-consuming part of the media planning process, and we learned that marketers are largely finding that their content is over-performing: 62% say their content has performed better than their goals.

But what are the goals they're chasing? First off, it's engaging and growing their audiences (33%). Whether they're starting a content strategy from scratch or trying to grow awareness on multiple channels at once, reaching and engaging more people every month, quarter, and year is top of mind.

But they're also keenly focused on maximizing the ROI of their content (30%), meaning that they're looking for tangible results from every activity – not just publishing a post and forgetting about it.

“It's no surprise to me to see that marketers are prioritizing growing and engaging new audiences in 2022. Media consumption is at an all-time high and brands now have more opportunities than ever before to reach new audiences across podcasts, newsletters, YouTube, and blogs. Marketers need to start thinking about how they'll integrate creators into their content efforts in order to stay ahead.

“When it comes to content marketing, you earn attention by providing value. Create remarkable content and publish it where your target audience is. That's the key to building a remarkable brand”



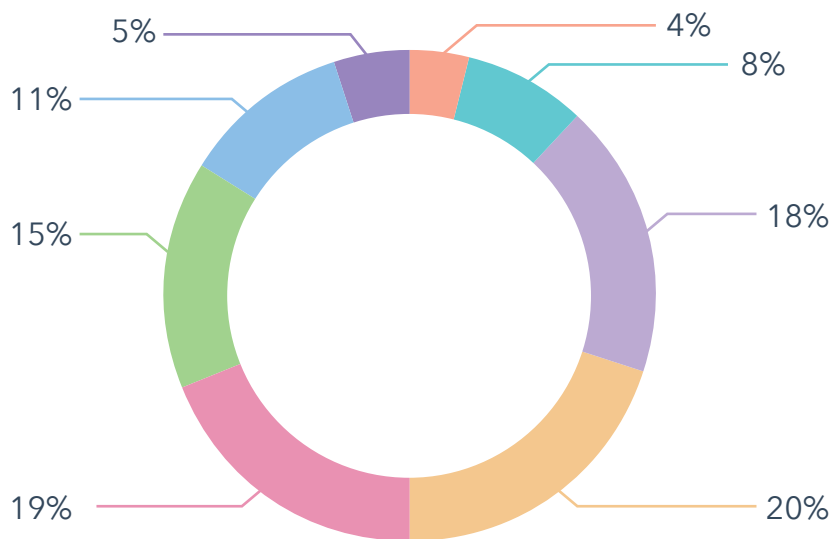
LISA DAHMANI
Director of Content



Content Marketing Budgets

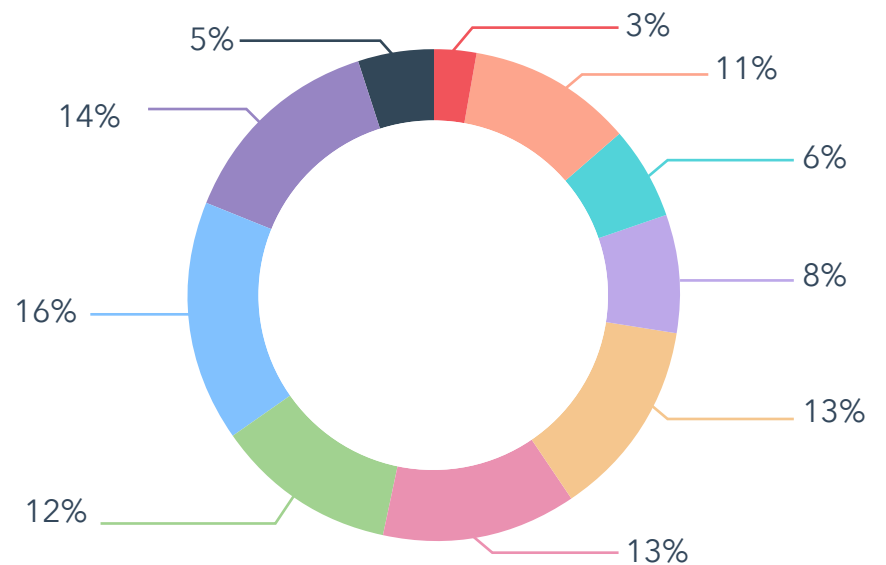
By tracking the success of various content initiatives, it's easier to determine how much budget to allocate to them. We found that almost half (49%) of marketing teams allocate between 30% and 50% of their budget to content. Only 5% go all in and spend 71+% of their budget on content, and only 4% spend only 1-10% on content.

% of Total Marketing Budget Spent on Content Marketing



- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71%

Quarterly Content Marketing Budget



- \$1,000-\$10K
- \$10,001-\$20K
- \$20,001-\$40K
- \$40,001-\$60K
- \$60,001-\$80K
- \$80,001-\$100K
- \$100,001-\$200K
- \$200,001-\$300K
- \$300,001-\$400K
- Over \$400K

THEME #2

Marketers have figured out content, now they're auditing and optimizing.

If you've been creating content for three, five, or ten years, chances are you're looking at a sizable content library – with some pieces that are fresher than others.

That's where audits and optimization come in. Many content marketers keep an eye on their heavy-hitters and keep them updated, but have found that there's some deeper digging left to do. 2 in 3 media planners have run content audits before, and 30% of them run audits monthly so they can constantly track performance.

They invest the time to audit their content libraries because they find it's helpful in improving the user experience on their website (36%), identifying and increasing the visibility of their best performing content (34%), finding content gaps and opportunities (34%), improving their SEO and SERP ranking (33%), and crucially, identifying issues with their website like broken links and slow load times (31%) – all of which have impacts on their visibility online, and ultimately – bottom line.

"Early on, it makes sense to create a ton of content to see what resonates with your growing audience. At a certain point, you reach saturation. That's when auditing and optimizing your content library becomes critical. Here at HubSpot, we did a thorough analysis that resulted in removing 500 content offers – over half our library. After this effort, new contacts actually increased because we were showing our best, most maintained, and most up-to-date content."



AJ BELTIS
Senior Marketing
Manager



In fact, 81% of media planners who run audits say they have been effective for reaching their business goals, and 67% say the results of their content audits have had a moderate to a significant impact on their media planning strategy. We predict that the use of content audits will grow significantly in 2022 as 37% plan to leverage them for the first time, and 15% of all media planners will invest more in content audits than any other strategy.



If you're planning to dive into your content library this year, [HubSpot's SEO audit template](#) can help you get started by narrowing down your top organic performers.

THEME #3

It's time for a look at your audience, with fresh eyes. Marketers are conducting in-depth audience analysis.

When initially mapping out a marketing strategy for a brand, it can be tempting to create [buyer personas](#) to target early on and work off of that guiding light without wavering for years.

But in 2022, we've confirmed it's worth it to conduct market research regularly to understand your target demographic and find the most effective channels to reach them. Why? The landscape shifts under our feet all the time. Just over a year ago, many companies weren't taking TikTok very seriously – [and now we have a life-size Duolingo owl](#) racking up millions of followers for the company.

Get the Marketer's Guide to TikTok for Business

Market research statistics

43% of media planners **conduct market research** to find the most effective channel to reach their target audience – and this number is expected to grow significantly in 2022, with 53% planning to leverage it for the first time. 70% of media planners who do market research say it's the most effective media planning strategy they leverage, and 22% of all media planners plan to invest more in market research than any other strategy in 2022.

[HubSpot's Market Research Kit](#) can help you get started, with five research and planning templates and a free guide on how to use them in your market research.



THEME #4

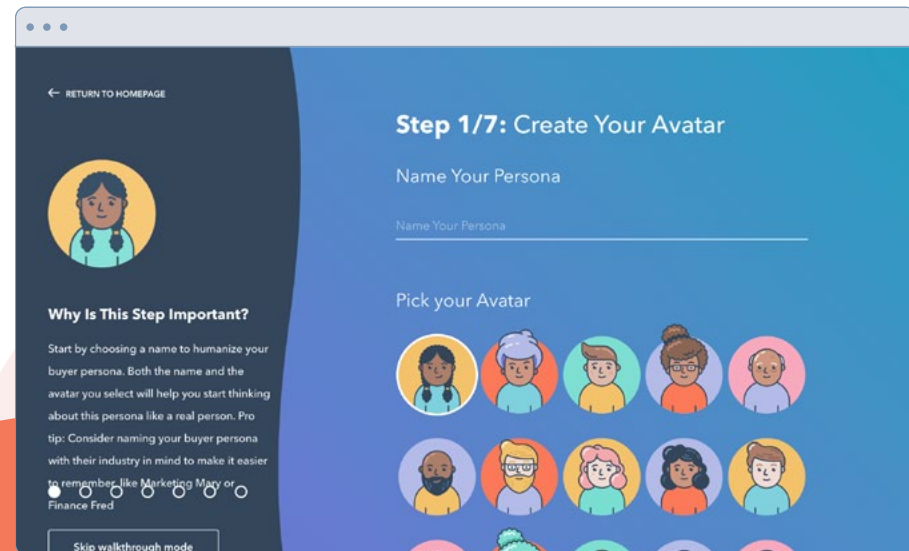
More than 40% of marketers are switching up their media mix in 2022. And finding the sweet spot is still the biggest challenge.

Deciding which channels to invest in each year is a decision that'll impact your budget, team growth, and potentially, the success of your content overall. So do you stick with what's been working well enough, or mix up your media planning? For 2022, 45% of surveyed marketers will stick with their media mix, while 41% plan to change it up.

Email marketing, paid and organic social media content, and organic search are the most leveraged media channels, with the highest ROI, and they're all set to grow significantly in 2022. And marketers can do more than ever before.

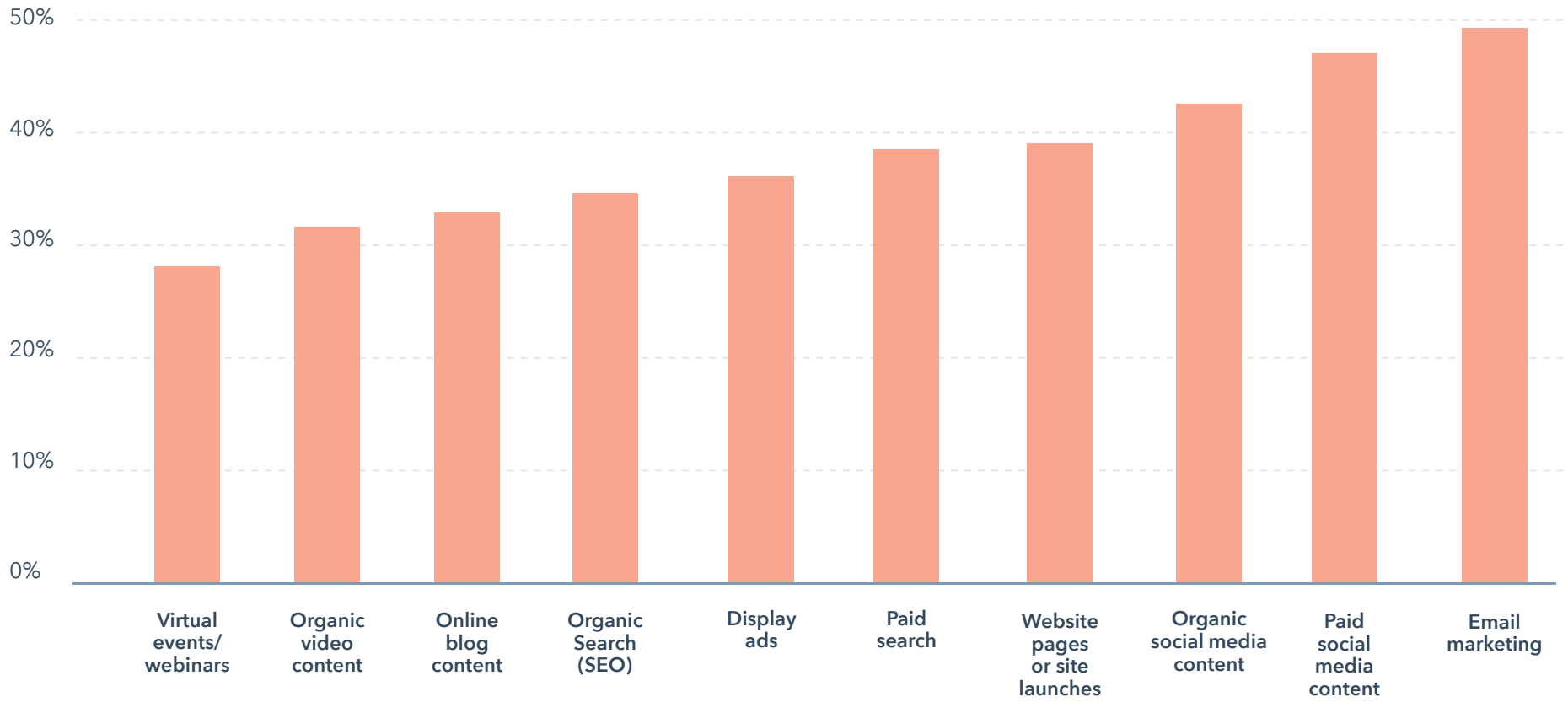
[Canva](#), a social media design and collaboration tool with animations, video templates, and more, was listed as one of the most innovative companies for 2022 by Fast Company (and is valued at \$40B).

This is where your buyer personas – and keeping them up to date – can be extremely helpful in reaching the right audience. If you're starting from scratch, [HubSpot's Buyer Persona tool](#) can help you determine what makes each type of customer tick. Does your audience spend time listening to podcasts on their commute? Do they watch YouTube videos over dinner? Find out and let your findings guide your media mix.





Top 10 Media Channels in 2022



Let's dive into each popular strategy.

Email marketing

Email marketing is a wildly popular tactic with very high ROI and huge potential for personalization and reach. And with powerful marketing automation tools, there are infinite opportunities to customize emails by segment, by product, by buyer stage, and more, leading to higher engagement than ever.

Email marketing statistics

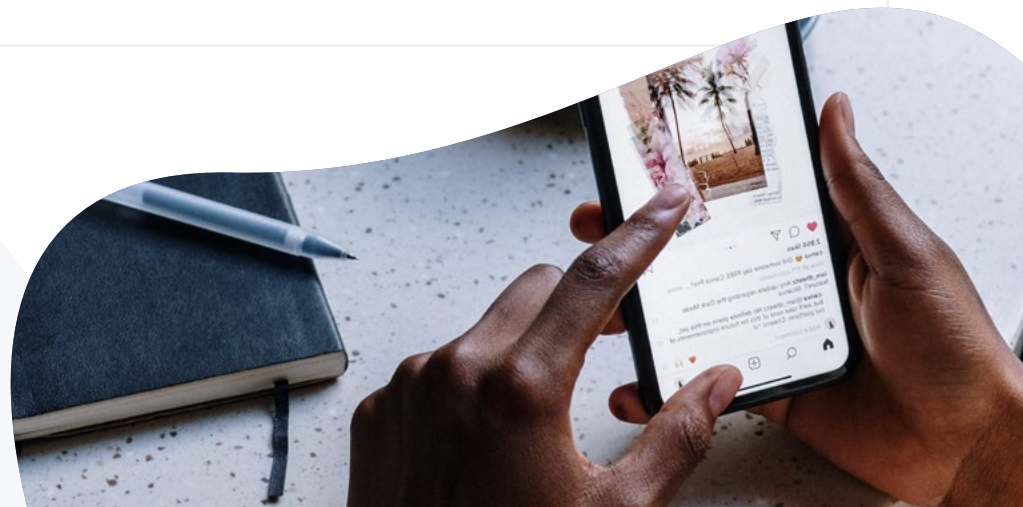
Email marketing is the most leveraged media channel, used by 1 in 2 media planners, and will continue to grow this year with 22% planning to leverage it for the first time. Email marketing has the third highest ROI of any channel.

Paid social media content

There's power in putting ad dollars behind your strongest social media ads, ensuring that they'll be seen by your target customers. It's a popular tactic that can be managed through social media platforms themselves, but can be made even simpler and more powerful with marketing automation.

Paid social media marketing statistics

- Paid social media content is used by 47% of media planners and has the highest ROI and highest engagement of any channel.
- Use will grow significantly in 2022 as 14% of all media planners plan to invest more in it than any other channel, and 25% plan on leveraging it for the first time this year.



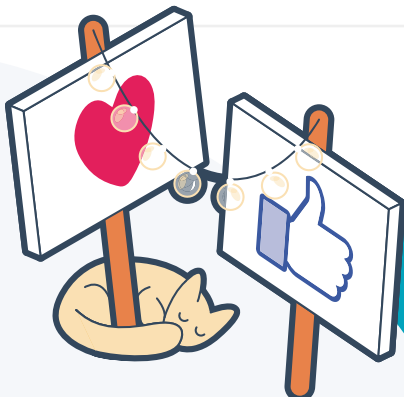
Organic social media content

If you know your audience spends a lot of time on social media, there's one more layer of digging you'll need to do before you start to post. Facebook, Twitter, TikTok, Instagram, Snapchat, and Pinterest all have very different user bases, and it'll be helpful to understand where to put your best efforts to meet your audience where they are.

Social media marketing statistics

- Organic social media content is used by 43% of media planners and will continue to grow this year with 22% planning to leverage it for the first time and 9% planning to invest more in it than any other channel in 2022.
- Organic social has the second-highest ROI and second-highest engagement levels of any channel.

When it comes to staying up to date with which social media platforms your audience is on, [Hubspot's Social Media Guide](#) can help. For example, did you know that Pinterest's audience is made up mostly of millennials, but they also do quite well with Gen Z, Gen X, and Baby Boomers? That's range.



Organic search

A robust, effective content library takes work to build up, but the rewards can be huge. Some companies work with freelance writers or agencies as they build out their library, while others grow their content marketing teams internally from the start.

However they approach it, writing useful, clear articles that match up with what people in your industry are searching for is a surefire way to build trust with your community, and eventually, drive leads and new business.

Organic search marketing statistics

Organic search, or blogging, content marketing, and SEO optimization, is leveraged by 36% of media planners, and 45% of them say it has the highest ROI of any channel they use. 23% of media planners plan to leverage organic search for the first time in 2022, so the channel is expected to grow in popularity.

NFTs

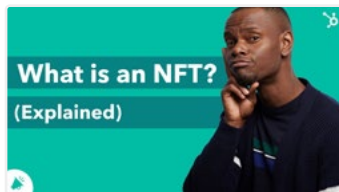
NFTs, or non-fungible tokens, are a newly-popular form of cryptocurrency, marketing, and digital art rolled into one.

[Forbes's thorough and clear explainer of this new tactic](#) shares that "an NFT is a digital asset that represents real-world objects like art, music, in-game items and videos. They are bought and sold online, frequently with cryptocurrency".

The main challenge with this approach is that [most consumers are wary](#) of wading into the world of NFTs – they're typically extremely expensive, so they won't entice the average buyer.

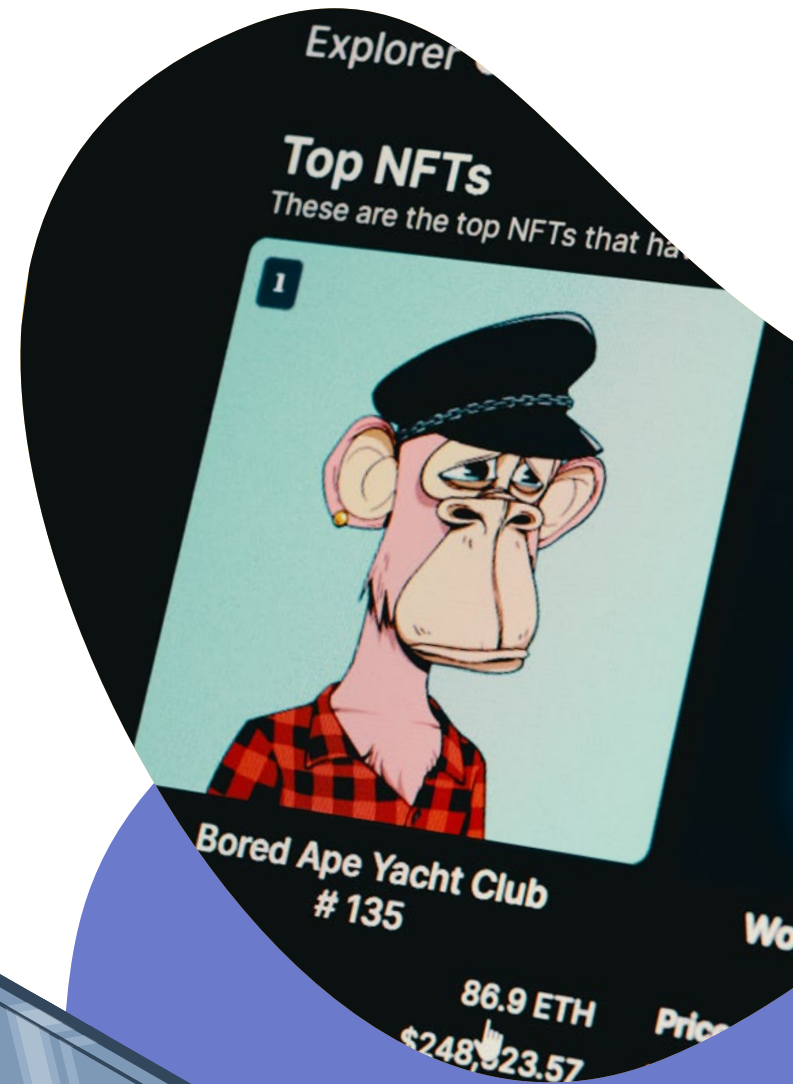
NFT marketing statistics

Given their very recent spike in popularity, it's no surprise that NFTs are currently only leveraged by 14% of media planners, while 16% plan to use NFTs for the first time this year.



What is an NFT? (Explained)

[▶ Watch Video](#)



THEME #5

Planning ahead is worth it.

Planning a content and media calendar isn't easy. Marketers told us that they struggle most with determining the most effective media mix (39%), budgetary limitations (36%), lacking time to plan properly (30%), wasted impressions (29%), staying up to date with digital marketing trends (24%), and lacking time to measure results (24%).

But despite these challenges, the following media planning statistics speak for themselves. Marketers told us that thorough planning helps foster an understanding of which channels or platforms are most effective for sharing content (29%), and where their audience spends their time (28%). Planning ahead helps with effectively targeting your audience with relevant content (27%), and analyzing the effectiveness of your content marketing strategy (26%). Finally, it means that it's easier to maximize ROI on content as a whole (24%).



How far in advance do media planners start planning out their content strategy?



THEME #6

Almost half of media planners say templates are their most effective strategy for hitting goals.

It takes time for a marketing organization to figure out which content marketing activities work best for their business. But you don't have to start from scratch: that's where marketing strategy templates come in.

The group of surveyed marketers shared that working off of planned-ahead [content calendars](#) helps manage the drafting, review, editing, and publishing of articles. [Social media strategy templates](#), and [social content calendars](#), help managers post on behalf of their company in a timely way that resonates with their audience. And [reporting templates](#) keep marketing analysts organized and ready to pull and share metrics at the drop of a hat. Finally, [infographic templates](#) in Powerpoint or Illustrator help marketers to quickly customize the way they present data, share insights, and promote offers.

Media planning templates are leveraged by 40% of media planners, and 46% of them say it is the most effective strategy they use to reach their business goals.



THEME #7

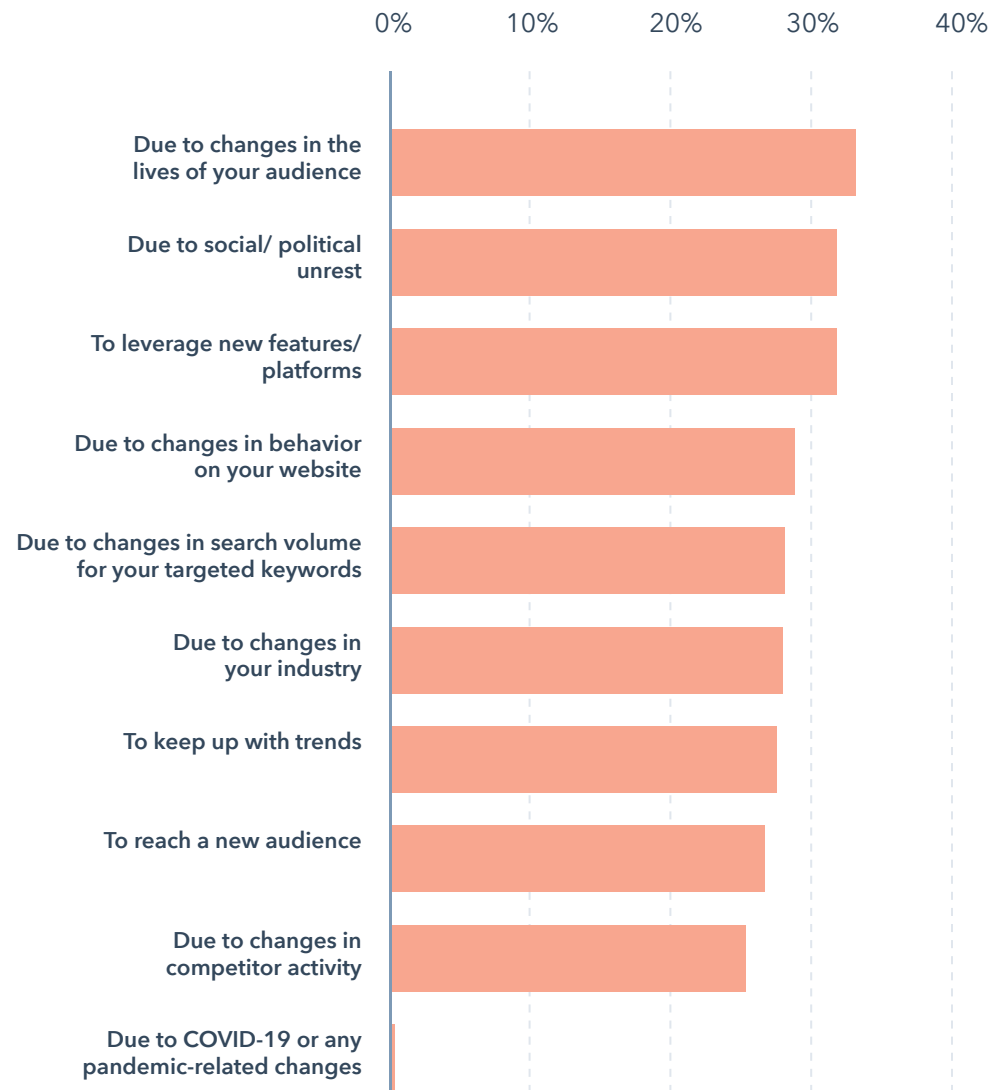
Agile marketing is here to stay. 74% of marketers who pivoted campaigns said it was effective.

The word “pivot,” like the word “unprecedented,” has become an unwelcome part of our collective vocabulary since the pandemic upended everything in 2020. But marketers have learned a lot in the past two years of disruption, and one of the biggest takeaways has been the importance of flexibility.

99% of marketers who have ever pivoted their content plan did so in 2021, with 39% of them pivoting three times that year. 78% of them said it was for the best, and that it yielded an extremely effective strategy.

Unsurprisingly, COVID-19 was the number one reason for pivoting, but here’s the breakdown of all the reasons why marketers pivoted in 2021. Marketers felt they needed to make big changes to their strategy and campaigns due to their competitors, the need to reach new audiences, and to keep up with trends. It’s more important than ever for marketing teams to collaborate with industry peers and partners, and keep tabs on their digital presence.

Why Marketers Pivoted their Strategy in 2021



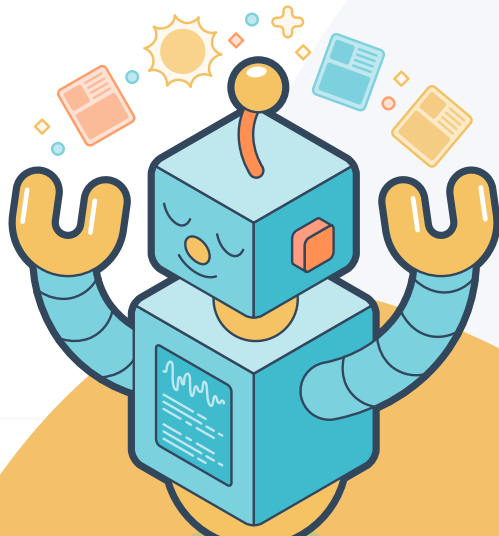
THEME #8

Automation and media planning tools are enabling smarter, more personalized marketing campaigns at scale.

It may seem counter-intuitive, but in marketing, leaning into automation can make your initiatives feel more human – and more engaging. It doesn't mean that a robot is writing your eye-catching copy, it's just that the more tedious tasks are taken care of. That's why 78% of media planners use automation and media planning tools.

The most well-known application of marketing automation is email, but there's a lot more that teams can do to take advantage of marketing technology.

- ✓ Connecting their various content marketing channels (40%)
- ✓ Targeting users with relevant content based on their behavior, interest, preferences, and other demographics (37%)
- ✓ Automatically sharing content across multiple social media platforms (36%)
- ✓ Automating SEO/keyword research/generating content ideas (34%)
- ✓ Automating email newsletters (32%)
- ✓ Conducting social listening (30%)
- ✓ Integrating data from various content marketing channels (30%)
- ✓ Using automated templates (i.e. email templates) (30%)



How does technology lead to better audience engagement?

With the [HubSpot Marketing Hub](#), your marketing strategy is crafted, not cobbled. All your go-to tools and data are on one easy-to-use, powerful platform. With a connected suite of features, you'll save time and get all the rich insights you need to provide a personalized experience that attracts and converts your target audience at scale.

You can set up webhooks, score leads, rotate leads to sales, and easily manage your data in bulk by updating properties, copying values, and more.

Take on 2022 with a plan

In 2022, content marketers and media planners will keep building trust in their industries and communities through strong storytelling, providing helpful information, and sharing tools that improve a prospect's day to day. And 600+ marketers we surveyed agree: content is powerful, so dig into what works for your team and grow your business today.



HubSpot Marketing Hub

Marketing software for small to enterprise businesses

Powerful marketing tools that help you reach new audiences, convert visitors, and create delightful online experiences for your customers.

HubSpot tools include the CRM, CMS, Marketing and Sales Hubs, Operations, and Services Hubs – and they all work together seamlessly. Plus, our hands-on customer support is here to help you along the way.

HubSpot software works better together and helps you focus on what you need to do, not chasing down data or struggling with software.

Get Started Free

